

ABSTRACT

A packaging material is provided in a continuous roll for forming into a channel shaped receptacle for receiving and supporting a structure such as a food product to be packaged by an over-wrap material. The packaging material is formed 5 from two substrate sheets connected together along side edges to form a coextensive laminate defining a center portion and two side strip portions where the center portion has a width arranged to form the bottom wall and the two side strip portions each have a width arranged to form a respective one of the upstanding side walls. The center portions can be separated and exposed by tearing away the side 10 and end portions and the inside surface of the center portions carries printed indicia providing a remanent value therefor, such as a scratch-off type lottery game or a collectible card.